



Game of TraCEs web app mapping European Capital of Culture offer of tourism experiences born in cooperation with Creative and Cultural Industries

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Type of best practice
Audience and Local Community Engagement

Keywords
sustainable tourism, ECoCs, digitalisation

Game of TraCEs is an web app mapping European Capital of Culture offer of tourism experiences born in cooperation with Creative and Cultural Industries.

Organisation in charge of best practice
Materahub

Location
Online

Dates
Started in 2019 - Ongoing

Description

Born from the COSME program, the TraCEs project has developed a methodology to promote innovative tourism experiences created by the collaboration of tourism operators and CCIs in European Capitals of Culture. These products are mapped in an online platform, the Game of TraCEs, which is offering for all ECoCs in the map a list of experiences and a presentation of the local creative and cultural scene for tourist to explore the cities from new angles and perspectives.





Links

<https://www.gameoftraces.com/>



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004545.



Resources needed

Mapping of experiences and CCI in ECoCs.

Challenges encountered

Covid pandemic reduced the possibility to interact with ECoCs.

Evidence of success

Recognized as good practice by Interreg Europe ECOC SME project and by EC in the Funding Guide for Culture: <https://culture.ec.europa.eu/funding/cultureu-funding-guide>

Potential for transfer

Applicable to all ECoC ecosystem cities.

Further Information

Project finished but platform still updated.

